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LETCHWORTH GARDEN CITY IN FIFTY-FIVE PICTURES

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LETCHWORTH GARDEN CITY IN FIFTY-FIVE PICTURES

LETCHWORTH: FIRST GARDEN CITY LIMITED
AND AT HALTON HOUSE, 20-23 HOLBORN, LONDON, E.C.

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BY WAY OF INTRODUCTION

IT is now over seven years since a beginning was made with the building of the First Garden City at Letchworth, and the town that has arisen in those seven years has done much to fulfil the hopes of those who founded it that it would be a place good to live in. The foresight and care which were taken in laying out the town, and the thorough and business-like methods of development, which at the same time were not careless of æsthetic considerations, have, even in this early stage, created a town with business facilities and social activities that make it attractive to all classes of people, together with something of beauty that increases with the passing of time. The pictures in this little book give some idea of Letchworth as it is to-day; they will show that its name of the Town in the Country is more than justified; and they will, it is hoped, bring many people to see for themselves what the town is like.

November 1911

506911

"Never seen it?" says he. "Then you have never seen one of the finest sights in the whole world."

"THE CONNOISSEUR."

It is the garden of England for delight; and men commonly say, that such who buy a house in Hertfordshire pay two years' purchase for the air thereof."

THOMAS FULLER.

LETCHWORTH GARDEN CITY is in Hertfordshire, thirty-four miles from London by the Great Northern Railway. The estate is nearly four thousand acres in extent, and on about one third of that area the town is being built, the greater part of it being retained round the town as rural and park land. The Company keeps in its own hands, so far as possible, the freehold of the land in the interests of the future community; building leases are granted for 99 or 999 years.

Oh! London Town's a fine town, and London sights are rare,
And London ale is right ale, and brisk's the London air,
And busily goes the world there, but crafty grows the mind,
And London Town of all towns, I'm glad to leave behind.

JOHN MASEFIELD.

I. LETCHWORTH HOUSES AND GARDENS

Villas along the roadside, so tastefully contrived for comfort and beauty, and adorned more and more, year after year, with the care and afterthought of people who mean to live in them a great while, and feel as if their children might live in them also.

NATHANIEL HAWTHORNE.

A HOUSE ON
BROADWAY

Architects:
Bennett & Bilson

ON LETCH-
WORTH LANE

Architects:
Halley Ricardo, F.R.I.B.A.

ON NORTON WAY

Architects
Parker & Unwin

ON GARTH
ROAD
Overlooking
Letchworth Park

Architect
C. M. Crickmer

A PAIR OF HOUSES SOLLERSHOTT WEST

Architects: Parker & Unwin

THREE GOOD EXAMPLES OF LETCHWORTH HOUSES

Architects:
C. Harrison Townsend, F.R.I.B.A
Parker & Unwin
C. M. Crickmer

ON LETCH-
WORTH LANE

Architects
Parker & Unwin

AN INTERIOR
LETCHWORTH
LANE

Architects:
Parker & Unwin

ON HITCHIN ROAD

Architect:
C. M. Crickmer

ON PIXMORE WAY

Architect:
Charles H. Spooner, F.R.I.B.A.

A GARDEN IN
BALDOCK ROAD

ON HITCHIN ROAD

Architects:
F. H. Greenaway and
J. E. Newberry

ON
SPRING ROAD

Architect:
Aylwin O. Cave

A GARDEN
NORTON WAY
NORTH

A GROUP ON NORTON WAY NORTH

Architects:
Allen Foxley
Baillie Scott

A LIVING ROOM
BARRINGTON
ROAD

Architects:
Parker & Unwin

AN INTERIOR
WILLIAN WAY

Architects:
Bennett & Bidwell

ON CROFT
LANE

Architects
Bennett & Bidwell

II. SOME LETCHWORTH COTTAGES

When one is at home, how one's affections grow about everything in the neighbourhood . . . . Beginning with my house, every stick and stone of it is dear to me as my heart's blood; I find myself laying an affectionate hand on the door post, giving a pat, as I go by, to the garden gate.

THE PRIVATE PAPERS OF HENRY RYECROFT.

COTTAGES NEAR THE STATION

Cottage building has always received considerable attention at Letchworth; and nowhere, perhaps, are there so many excellently built and planned small residential cottages and, particularly, such good cottages for the working classes.

Architects:
Parker & Unwin

COTTAGES ON LYTTON AVENUE AND PIXMORE WAY

Architects
H. C. Lander, A.R.I.B.A.
C. M. Crickmer

WESTHOLM ON THE WILBURY ROAD

III. STREET VIEWS AT LETCHWORTH

The house in which she lives is for the orderly soul . . . . only an expansion of the body; as the body, according to the philosophy of Swedenborg, is but a process, an expansion, of the soul.

WALTER PATER.

MEADOW WAY
Looking West

In a new town good street views are difficult to obtain, and it says much for the way in which Letchworth is being built that the unfinished and bare appearance which belongs to new places has already disappeared.

NORTON WAY, Looking North

NORTON WAY
Looking South

THE QUADRANT

HILLSHOTT, from Norton Way

A VIEW ON
BROADWAY

ON THE
NORTON ROAD

NORTON WAY NORTH

IV. THE LETCHWORTH SHOPS

The shops all brilliant, and stuffed with obliging customers and obliged tradesmen.

CHARLES LAMB.

STATION PLACE & LEYS AVENUE, Looking East

LEYS AVENUE
Looking West

EASTCHEAP AND STATION PLACE

Architect: Edgar Simmons

STATION ROAD, Looking West

V. OLD LETCHWORTH, & NORTON VILLAGE

(This is the only section of the book which includes illustrations of some of the old buildings.)

The longer I live here, the better satisfied I am in having pitched my earthly camp-fire, gipsy-like, on the edge of a town, keeping it on one side and the green fields, lanes & woods on the other.

JAMES LANE ALLEN.

LETCHWORTH HALL HOTEL
The Modern Front

The Hotel is under the Management of First Garden City, Ltd

LETCHWORTH HALL HOTEL
Tudor Wing

The Hall was built by Sir William Lytton at the beginning of the seventeenth century, and stands on the site of a Saxon homestead. It contains many features of interest, including some fine carving.

LETCHWORTH PARISH CHURCH

The Church dates from the twelfth century.

WILBURY ROAD, Looking South

ON NORTON COMMON

The Common is two minutes' walk from the Railway Station near the centre of the town. It is a fine piece of well wooded country.

AN OLD FARM-
HOUSE
NORTON ROAD

A PASTORAL SCENE ON THE NORTON ROAD

AT THE
CORNER OF
CROFT LANE

Architects
C. H. Hignett

ON CROFT LANE

Croft Lane is on the Rural Belt which is being preserved round the town. Letchworth will always be the Town in the Country.

Architects: Parker & Unwin

NORTON
VILLAGE

VI. THE CHILDREN AND SPORTS

The sun does arise,
And make happy the skies;
The merry bells ring
To welcome the spring;
The sky-lark and thrush,
The birds of the bush,
Sing louder around
To the bells' joyful sound,
While our sports shall be seen
On the echoing green.

WILLIAM BLAKE.

The country hath his recreations, and the city his several gymnics and exercises, May games, feasts, wakes, and merry meetings . . . .

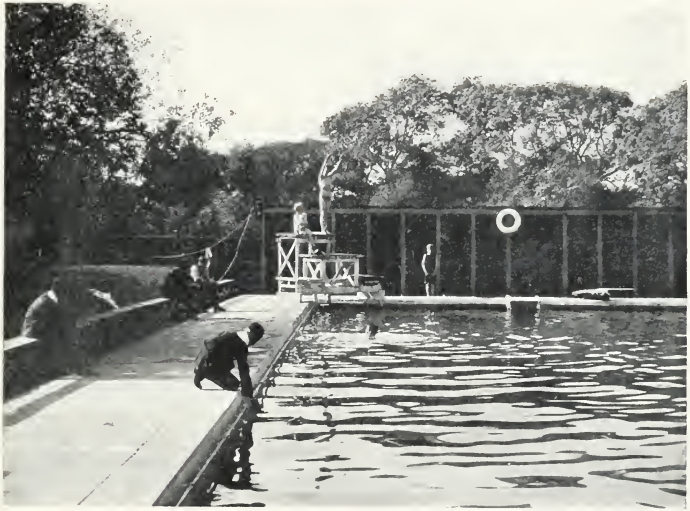
ROBERT BURTON.

THE MAY FESTIVAL

The Children of the Elementary Schools & their May Queen.

A PRIVATE
SCHOOL AT
LETCHWORTH

Architects:
C. M. Crickmer



THE OPEN-AIR SWIMMING BATH
On Norton Way.

ON THE GOLF COURSE

Sports at Letchworth are, as might be expected, a feature of the place. The Golf Course of 18 holes is one of the cheapest & most picturesque courses in the South of England. There are also Cricket, Tennis, Bowling, Football and Hockey Clubs with excellent grounds.

VII. FACTORIES, ETC.

A LETCHWORTH FACTORY

Letchworth is a business as well as a residential town. One object of the promoters is to bring industries from crowded towns to a centre where roomy factories can be built and the workers can live under healthy conditions near to their work. The works are to a large extent located in a quarter specially suited to them to the north-east of the town, and thus do not, nor ever can, present any objectionable features to the residential area. The factories are some of the finest in the country, and among the firms represented are: Messrs W. H. Smith & Son's Bookbinding Works, the Arden Press, J. M. Dent & Sons Ltd, the Lacre Motor Car Co. Ltd, the Phœnix Motors Ltd, the Heatly-Gresham Engineering Co. Ltd, Hayes Printing Developments Ltd, Ewart & Son Ltd, Woodworkers Ltd, and the Country Gentlemen's Association Ltd.

ANOTHER FACTORY VIEW

FIRST Garden City has its own Gas, Water & Electricity Works, under the control of the Company.

Water. There is an excellent supply of water, the charges being calculated at 6 to 7½ per cent on the assessment, for domestic supply, and by meter for factories.

Gas. The Gas Works is one of the most up-to-date in the country, the rate being 3s. net per 1000 for lighting (including meter and stove hire).

Electricity. The Electric Power Station has recently been considerably enlarged to meet the increasing demand for power and lighting in the centre of the town.

Drainage. All the roads in the town are sewered; the sanitary conditions are thoroughly satisfactory.

Railway Facilities. Letchworth Station is on the G.N.R. 34 miles from King's X. The existing temporary station is about to be replaced by a large permanent station. The train service is good and is being steadily improved: London (King's X) being reached under one hour. Cheap day and half-day return tickets (3s. 3d. & 3s. 9d.) are issued daily between King's X and Letchworth, each way. The Midland Railway have an important junction at Hitchin.

A FINAL WORD TO THE READER

THIS little book will have given you some idea of the extent of the undertaking of First Garden City Ltd at Letchworth. If you were under the impression that it consisted of a group of cheap and cranky cottages, we hope you have now been enlightened. Letchworth is the most far-reaching example of complete town planning in this country. It is the centre to which the attention of all interested in modern town-building is directed; but it is not a show place, it is a place for people to live in.

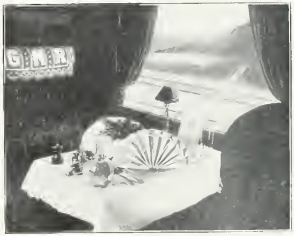
If you approve of the work of the Company, you should, at least, take up a few shares and so assist in this great national undertaking. The shares are £5 each, and are entitled to a cumulative dividend of five per cent.

Write to the Secretary, Letchworth, Herts.

GREAT NORTHERN RAILWAY

QUICKEST ROUTE from LONDON (KING'S CROSS)

Restaurant Car Express.



Cosy Corner in Restaurant Car

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OLIVER BURY, *General Manager.*

THE ABOVE ILLUSTRATION IS REPRODUCED FROM ONE OF OUR PHOTOGRAPHS TAKEN FOR THE FIRST GARDEN CITY LIMITED

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(P.R.H.A.)

NOTE. The Fox Inn is situate in the most picturesque part of the Garden City, one and a half miles from Letchworth Station. Excellent bed-rooms, private sitting-room, bath-room, tea-room, and tea-garden. For terms, apply Manager.

Ask for List of one hundred licensed Inns managed on reformed lines by

THE PEOPLE'S REFRESHMENT HOUSE ASSOCIATION LTD. (P.R.H.A.)

Broadway Chambers, Westminster

A WANT LONG FELT

Gas Stoves and Fires have been up till now very unsatisfactory. THE GRIFFIN PATENT FLUELESS GAS STOVE supplies a long felt want.

THIS stove can be placed in any part of a room with perfect safety, as it produces absolutely no fumes or smoke whatever, but only pure heat, and therefore no flue is required. More heat is obtained from this stove than with any other on the market, and less gas is consumed.

MIDGET.

THIS ornamental stove will heat a medium sized

Room,

Office,

Greenhouse,

etc.

Height 23 inches.

Gas consumption 6 to 10 cubic feet per hour.

Price:

Art Black,

42/–

Ceramic Enamels

56/–

CORONATION.

THIS handsome stove is designed to match the latest style in artistic high-class furniture, and is suitable for

Drawing Rooms,

Dining Rooms,

Halls, etc.

Height 31 inches.

Gas consumption 15 to 25 cubic feet per hour.

Price:

Art Black,

68/–

Ceramic Enamels

86/–

STURDY.

THIS useful stove, besides being suitable for heating purposes the same as the Midget, can also be utilized by removing the top, for boiling water, heating flat-irons, etc.

Height

20 inches.

Gas consumption 6 to 10 cubic feet per hour.

Price:

Black Japan,

35/–

In use at present in several houses in Letchworth (Garden City) and elsewhere, giving perfect satisfaction. Very strongly made. Every detail studied to make this a Perfect Heater. British made throughout.

Full particulars, Illustrations, copy of Analyst's report on the combustion, and copies of Testimonials from customers will be sent on application to the Inventors and Patentees,

THE GRIFFIN GAS STOVE COMPANY LTD, 123 New North Road, LONDON, N.

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A.D. 1720

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THE LETCHWORTH HALL HOTEL

A FINE OLD-ENGLISH MANOR HOUSE OVERLOOKING LETCHWORTH PARK

THE LETCHWORTH HALL HOTEL is just outside the Garden City town area, in one of the most charming parts of the Estate. It is excellently situated for a quiet holiday, and is at the same time close to the attractions of Letchworth and one hour from London. The Tariff is moderate and the cuisine excellent. It adjoins the Golf Course, and is an official hotel of the Automobile Club.

Letchworth Hall Hotel
Letchworth, Herts.
Proprietors: First Garden City, Ltd.
Manageress: Mrs Hopkins
Telephone: 11 Letchworth
Telegrams: "Hotel, Willian."

Pictures of the Hotel on pages 53 & 54

Letchworth Modern School for Girls

PRINCIPAL . MISS CARTWRIGHT, M.A. (Former Student at Newnham College, Cambridge)

Home School for Boarders and Day Pupils

Let Theory go hand in hand with practice

SOUND EDUCATION
ON THE
BEST MODERN LINES

She shall be sportive as the fawn
That wild with glee across the lawn,
Or up the mountain springs.—WORDSWORTH.

THE COUNTRY GENTLEMEN'S ASSOCIATION, LTD., popularly known as the "C.G.A.," is a society of Land Owners, Land Agents, Farmers and others interested in the land, numbering many thousands and residing in all parts of the Kingdom. The headquarters of the Association will be established in the above building at Letchworth early in 1912 and the works are at Birds Hill. The London Offices are at Nos. 24 & 25 St. James's Street, London, S.W., and there are branch offices in Glasgow and Dublin. The "C.G.A." offers many advantages to Country Gentlemen and full particulars will be sent on application to

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STATION ROAD, LETCHWORTH, HERTS

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Correspondence with reference to house and cottage property in Letchworth (Garden City) is invited.

Agent for the Royal Exchange Assurance

TO THOSE WHO ARE INTERESTED

ENQUIRERS having some particular practical matter in hand, or who are considering the *pros* and *cons* of Garden City as a place of residence or of investment, will desire to know of a source of information bearing on their enterprise. The information should be prompt, intelligent, and to the point. Whether the occasion be the purchasing or renting of a dwelling house, the valuation of a property, a survey and test of sanitary arrangements, or the obtaining of a mortgage, or a security for a mortgage fund, good data and advice clearly put, are necessary. To gain this right information, get into touch with

MR EDGAR SIMMONS

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A WORD ABOUT ECONOMY

A HOUSE that is Beautiful in Design will give constant Pleasure. Only a House which combines Sound Materials with Sound Workmanship will be Durable.

BEAUTY AND DURABILITY

are essential points in True Economy.
These points will receive Special Attention if the Building of your House is entrusted to

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LETCHWORTH

A SHOP ON EASTCHEAP LETCHWORTH

BUILT by G. W. Souster, who has built Houses, small Cottages, Shops and Public Buildings in Letchworth, and is always willing to give prices for building work for large or small contracts.

Houses for sale of all descriptions at Letchworth, Northampton, and Rugby.

G. W. SOUSTER & SON, *Contractors*
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NEVELLS ROAD, LETCHWORTH

is A PUBLIC HOUSE (Unlicensed) conducted on the lines of the Old-fashioned Inns

The *Liberty Hall* of the Letchworth worker

Fellowship; Rest; & Recreation

Good Meals and an extensive variety of Beverages

PROPRIETORS: ANEURIN WILLIAMS & EDWARD CADBURY
MANAGER: W. G. FURMSTON

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ARE essential for the comfortable home, and to secure these *desiderata*, the Building Company for Town Planning and Garden City Estates Ltd, has been formed to build good modern houses in Letchworth and elsewhere. The first houses by the Company are being built on South View, Letchworth, and an inspection of them will show that not only are they well-designed and built, but that the convenience of the occupier and economy of upkeep have been considered throughout. These houses are for sale at inclusive prices from £600 to £725, or to Let at yearly rentals of £36 to £44. Similar houses, or houses to suit clients' requirements can be built by the Company on excellent plots in Letchworth.

The Building Company for Town Planning and Garden City Estates, Ltd.
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